

REPUBLIQUE DU CAMEROUN
Paix – Travail - Patrie

MINISTERE DES POSTES
ET TELECOMMUNICATIONS

CABINET DU MINISTRE



REPUBLIC OF CAMEROON
Peace – Work – Fatherland

MINISTRY OF POSTS AND
TELECOMMUNICATIONS

MINISTER'S CABINET

ICT INNOVATION WEEK

NATIONAL COMPETITION FOR THE BEST ICT PROJECT

From 14 to 18 March 2021, Yaoundé

DIGITAL CHALLENGE

31 January to 04 February 2022

Under the Distinguished Patronage of the President of the
Republic

THEME : *“Cybersecurity and ICT Innovation: what
challenges for Cameroonian youths”*.

TERMS OF REFERENCES

I- BACKGROUND AND JUSTIFICATION

A careful reading of the presidential messages of the last 25 years reveals a consistency in the vision of the Head of State regarding digital economy: it remains the keystone of our economic revolution, hence the pressing need for the generation of young Cameroonians of today, to fully embrace this sector of activity, a real *"historic challenge for the future of the nation"*.

The highest Cameroonian authorities rightly consider digital economy as as a wonderful opportunity for job creation and a lever for the country's economic growth.

These same Authorities have never cease showcasing their interest in a specific component of the Cameroonian population, both in speeches and in actions conducted in its favour, that is, Young Cameroonians.

The President of the Republic is undoubtedly, the person who has better addressed these problems and presented the challenges when he declared on 15 September 2011 at the 3rd Ordinary Congress of the CPDM:

"Information and communication technologies are opening new avenues for youths to express themselves and unlock their potential. As you can see, there is a wealth of employment opportunities for youths, on condition that they contemplate

life with determination, humility and probity, endurance and abnegation, intelligence and observation to be able to take advantage of the changes that are happening in the world. It is not by waiting, or hoping that the State will provide everything, that they will find a solution. So I urge them to: INNOVATE, CREATE and, above all, DARE! ”.

In the same vein, he declared on 10 February 2017, in his message to the youth: ***“Each of you is a star in our sky. You are the ones who light up Cameroon. You represent the positive values of a radiant and winning Cameroon. This is why the Government is not relenting in its efforts to ensure that you play your rightful role in shaping the future of our country. Once more, I encourage you to be daring, to be courageous and to take initiatives. The Government will do everything to assist you. ”***

The Government under the coordination of the Prime Minister, is committed to materialise this vision of the Head of State, and to implement all appropriate measures to foster avenues for youth to express themselves.

In the ICT sector, and especially in the digital domain, the Ministry of Posts and Telecommunications, has multiplied initiatives for coaching and supporting youths since 2016. Specifically, it has to do with an ecosystem to foster the

detection of talents and provide them support in a bid to create digital companies;

- The interactive video-conferencing between the Head of our ministerial department and the youths, in a bid to identify their needs and working toward meeting them;
- ICT holiday camps that are aimed at popularising ICTs in rural areas and promoting its responsible use on social media, as well as the Digital Divisional Matinée, which is intended to encourage best students in subjects relating to ICT;
- The Digital Globetrotter, which is designed to help young project holders transform their projects into genuine projects based on counselling;
- Institutional support for young start-ups: coaching, mentoring/tutoring, partnerships with international institutions for the training of young people involved in ICTs;
- Institutional support to start-ups in Buea's Silicon Mountain, through the establishment of an environment to support innovation among young ICT entrepreneurs, in a bid to achieve the emergence of a true digital economy:
 - ▶ Studies to connect the Silicon Mountain to the optical fibre;

- ▶ Provision of a free broadband internet connection for a period of one year to about sixty start-ups in Buea.
- The creation of a Cameroon Digital and Innovation Centre whose mission is to detect and support ICT project holders from the idea to the viable business.

Mobilise all Cameroonian youths in these initiatives and at the same time increase their importance, the High Office of the President of the Republic was formally associated, with the handing over of awards to young people, to show the interest that the highest authority grants to young people - in this field, just like in others - and to give them a certain prestige.

Hence the idea of organising an **"ICT INNOVATION WEEK"** each year, under the **DISTINGUISHED PATRONAGE OF THE PRESIDENT OF THE REPUBLIC.**

After the success of the first two editions, held from 24 to 28 June 2019, and from 24 to 28 August 2020, the ICT Innovation Week shall take place this year within a two-fold context:

- The commitment of the Government, on Revered Instructions of the President of the Republic, in a campaign to promote cybersecurity. This places innovation at the centre of this struggle. Hence the theme: ***“Cybersecurity and ICT Innovation: what challenges for Cameroonian youths”***.

- The creation of the Cameroon Digital and Innovation Centre and its imminent opening. This is a high-tech digital centre (cyber technology park) that will capture, channel, support and promote initiatives and innovations in the field of digital entrepreneurship. In addition to online incubation services, the cyber park will house start-ups with an advanced level of development in terms of technical, organisational and commercial aspects, in order to support them in the "go to the market" process.

The 2021 ICT Innovation Week is thus articulated around the following key activities:

- **The National Competition for the Best ICT Innovation Project of the Year**, as well as the award of a **SPECIAL PRIZE OF THE PRESIDENT OF THE REPUBLIC** to the best project.
- **The digital challenge**, in order to select start-ups to be admitted to the Internal Incubation of the Cameroon Digital and Innovation Centre.

II- OBJECTIVES AND CONDITIONS

1- Overall Objective

- Rewarding the most innovative projects presented by youths, during the year,

- Detect through a selection process, young digital innovation companies (start-ups) to be admitted to the internal incubation of the Cameroon Digital and Innovation Centre.

~~qui ont déjà démontré la preuve de leur concept, développé un prototype ou qui sont déjà aux premiers stades de la commercialisation et les admettre au Centre de Développement de l'Economie Numérique au Cameroun, pour un accompagnement individualisé jusqu'à l'entreprise viable.~~

2- Secondary Objectives

- Detect the best digital innovative projects of the year and supporting them;
- Encourage creativity and healthy emulation among the actors of digital ecosystem, within a context of the fight against cybercrime and at the same time, encourage the spirit of competition among young people as well as their projection on an international scale;
- Build the capacity of young project or ICT project holders through training, coaching and counselling sessions;
- Popularising Cameroonian engineering in the digital sector;

- Detect start-ups that have reached an advanced level of development on the technical, organisational and commercial aspects, in order to accompany them in the cyberpark, on the "go to the market" process;
- Promote the emergence of a real local ICT entrepreneurship.

III - EVALUATION TARGETS AND CRITERIA

1- Competition for the Best ICT Project

- **Targets**

- Young people with an ICT idea or project in all ten regions of Cameroon who meet the following criteria:
 - Be of Cameroonian nationality;
 - Be the holder of an innovative project using ICT;
 - Living on Cameroonian territory;

- **Assessment criteria**

- Level of differentiation of the project innovation in the broad sense (product, process, marketing or organisational innovation)
- Business model: clear and well defined revenue generation model;
- The team: expertise, complementarity, knowledge of the business and the market;
- The market: well-defined, large market;
- The offer: respond to a clearly identified need or problem / favourable market feedback to the offer presented;

- International potential: project capable of international development;
- Job creation potential.

N.B : *Start-ups that are already active (operational) are not concerned by the competition.*

2- Selection of start-ups for the Cameroon Digital and Innovation Centre

- **Targets**
 - Young project holders / ICT start-ups from all ten regions of Cameroon meeting the following criteria:
 - Be of Cameroonian nationality;
 - Be the holder of an innovative project using ICT, with a mature concept, a developed and functional prototype, at the first stage of marketing;
 - Living on Cameroonian territory;
- **Assessment criteria**
 - Advanced development of the project: maturity of the concept, functional prototype, digital products/services on the market or ready to be marketed
 - High level of differentiation of the concept, products or services;
 - Concept, products or services responding to a well-defined need or issue, with evidence of favourable market feedback;

- Concept, products or services with international development potential;
- Concept, products or services with significant job creation potential.

P.S : For both competitions, female participation is strongly encouraged.

IV- PROCEDURES

- **For each competition,**
 - An online registration site specially dedicated to the registration of candidates wishing to participate in the competition;
 - Set up an internal committee to pre-select the best applications;
 - Set up a jury including the best experts on this sector that will be endowed with rules of procedure and define the competitive rules that will be subject to the prior validation of the Minister of Posts and Telecommunications;
 - Capacity building (coaching, counselling and preparation for the pitch talk) for the pre-selected candidates in a boot camp;
 - Organise a Prize Award Ceremony for laureates;
- **As for the ICT Innovation Week**

- Organise exchange areas: public conferences on topics related to the week's theme, and workshops led by experts, for young people involved in ICT, exhibition of innovations;

- **For the admission challenge to the Cameroon Digital and Innovation Centre**
 - Organisation of an "Open Day" at the cyberpark.

V- ORGANISATION, DATES AND VENUES

1- Organisation

- The ICT INNOVATION WEEK is organised by the Ministry of Posts and Telecommunications.
- It is placed under the Distinguished Patronage of the President of the Republic.
- The key activities of the ICT INNOVATION WEEK this year are as follows:
 - **The National Competition for the Best ICT Innovation Project of the Year, as well as the award of a SPECIAL PRIZE OF THE PRESIDENT OF THE REPUBLIC to the best project.**
 - **The digital challenge, in order to select start-ups to be admitted to the Internal Incubation of the Cameroon Digital and Innovation Centre.**
- Within the framework of the competition for the best ICT project:

- An exhibition of the short-listed best projects is provided to enable them present their knowledge and know-how.
- Discussion areas, conference-debates, thematic workshops and various trainings are provided throughout this week.
- As part of the digital challenge, an open day will be organised at the Cameroon Digital and Innovation Centre, to allow young people to get to know this important infrastructure better.
- Given the current health conditions, the activities of the ICT Innovation Week will take place in situ and by videoconferencing. Those requiring the presence of candidates will be organised in strict compliance with the barrier measures.

2- Dates and venues

- **The ICT Innovation Week (proper) will take place from 14 to 18 March 2022 on 3 sites**
 - Conference Hall of MINPOSTEL;
 - The National Institute for Training of Trainers and Programme Development (MINFOP);
 - The Sport Complex / the Conference Centre.
- **The Digital Challenge organised as part of the ICT Innovation Week will take place from 31 January to 04 February 2022, on 03 sites:**

- Conference Hall of MINPOSTEL;
- Cameroon Digital and Innovation Centre;
- Conference Centre.

VI- PROGRAMMING OF ACTIVITIES

1- Competition for the Best ICT Project

- **17 December 2021: Launching Ceremony of the competition for the 2021 Best ICT project:**
 - **Press briefing in situ at MINPOSTEL (relayed live).**
- **From 18 December 2021 to 09 March 2022**
 - **Online registration.**
- **From 27 December 2021 to 10 March 2022**
 - **Sessions of the internal committee responsible for short-listing projects.**
- **11 March 2022: Publishing of the list short-listed projects.**
- **From 12 to 13 March 2022 : Arrival and installation of participants in Yaounde**
- **From 14 to 18 March 2022 : ICT Innovation Week**
 - **Bootcamp**
 - **Public conferences (relayed throughout the country)**
 - **Start-ups Day (CDIC)**
 - **Setting up the competition jury.**
- **17 March 2022: Final pitch.**

- **18 March 2022: Official awards ceremony (in situ and relayed by videoconferencing throughout the country).**
 - Award of the **SPECIAL PRIZE OF THE PRESIDENT OF THE REPUBLIC** to the 2021 Best ICT project of the year.
 - Presentation of the other awards to the competition laureates.
 - Closing of the ICT Innovation Week.

2- Digital Challenge

- **17 December 2021: Launching Ceremony of the Challenge.**
 - Press briefing in situ at MINPOSTEL (relayed live).
- **From 18 December 2021 to 28 January 2022**
 - Online registration.
- **From 20 December 2021 to 27 January 2022**
 - Sessions of the internal committee responsible for short-listing projects of the Digital Challenge.
- **28 January 2022: Publishing of the list short-listed projects.**
- **From 29 to 30 January 2022 : Arrival and installation of participants in Yaounde**
- **From 31 January to 02 February 2022:**
 - Bootcamp
 - “Open Days” (CDIC)
 - Setting up the Challenge Jury.

- **03 February 2022:**

- **Final pitch.**

- **04 February 2022:**

- **Official ceremony to publish the results of the *Digital Challenge* (in situ and relayed live)**